



2020 RAIL GRADE CROSSING SAFETY CAMPAIGN

Media Work Plan

January 31, 2020



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Media Strategy

Advertising Period

The campaign will run across two 3-week flights in 2020:

- ▶ First flight: Monday, April 20 – Sunday, May 10.
- ▶ Second flight: Monday, October 5 – Sunday, October 25.

Working Media Budget

The total working media budget for this campaign is \$6,500,000, which will be divided between the two flights.

Target Audience

The 2020 Rail Grade Crossing Safety campaign seeks to reach men aged 18-49 to reduce the number of rail grade crossing incidents that occur each year. This campaign target audience is informed by Federal Rail Administration (FRA) data that show this group is most likely to be killed in a rail grade crossing crash.

Media planning tools typically break our target audience into smaller age segments – the male 18-49 demographic is a fairly broad portion of the population – so the media analysis in the upcoming pages breaks out this audience using standard media planning age demographic subsets of:

- ▶ 18-24
- ▶ 25-34
- ▶ 35-49

The secondary target audience for this campaign is Hispanic (Spanish-reliant) men aged 18-49.

National Media Strategy

A strong foundation of brand awareness is critical for campaign messaging to break through the ad clutter and fragmentation that consumers face each day. With the state of today's media landscape, it's necessary to reach the audience with a multi-platform/multi-touch approach that incorporates both traditional and digital tactics.

The primary media strategy for the Rail Grade Crossing Safety campaign will be to develop reach at high frequency levels to drive the rail grade crossing safety message home within the two short ad flights.

Based on the given budget, available assets and flight timing, we recommend considering the following mediums for our ad buy:

Radio

- ▶ Terrestrial
- ▶ Podcasts
- ▶ Streaming Audio

Digital

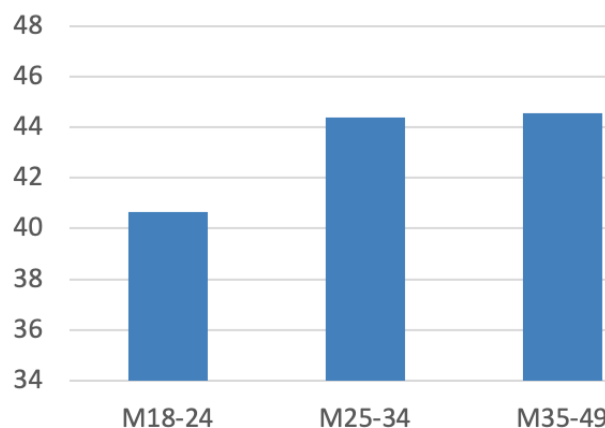
- ▶ Video
- ▶ Display

Paid Social

Radio

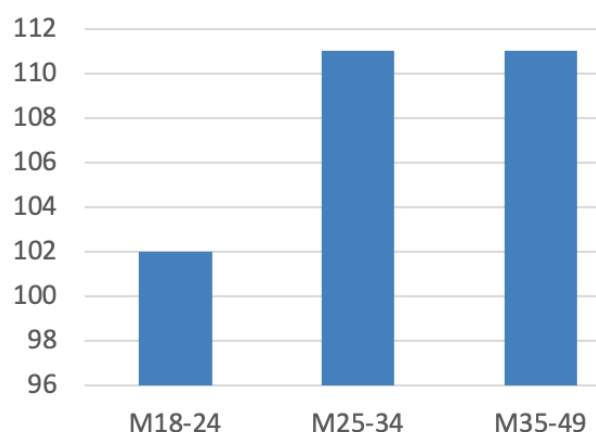
As shown in the charts below, terrestrial radio has a high reach of heavy users (quintiles I and II) in our campaign target audience and is a medium that is heavily used in-vehicle. Radio is also comparatively cost-efficient, making it our primary recommended traditional medium for this ad effort.

Exhibit 1: Adults 18-49 Radio Quintiles I&II % Reach



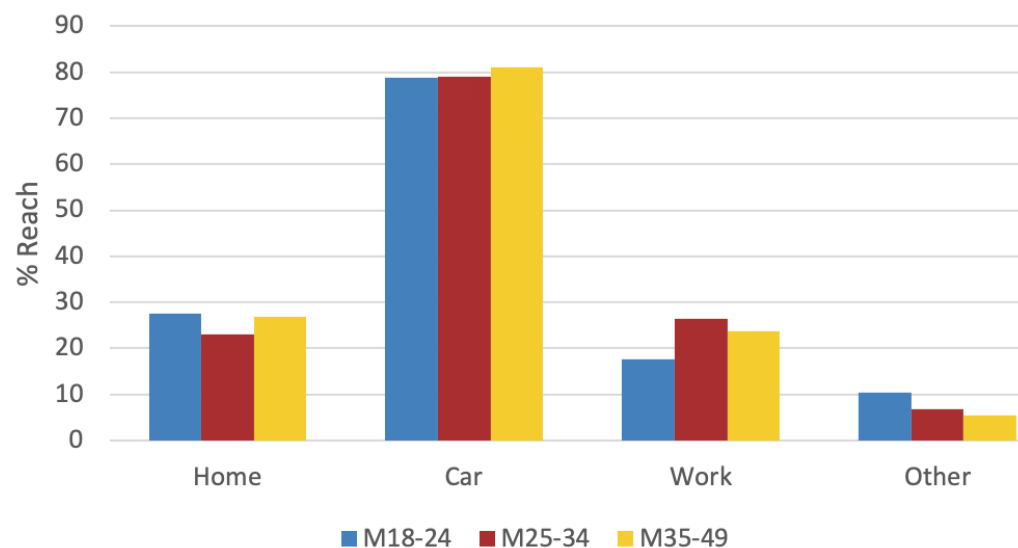
Source: GfK MRI Double Base 2019

Exhibit 2: Adults 18-49 Radio Quintiles I&II Index



Source: GfK MRI Double Base 2019

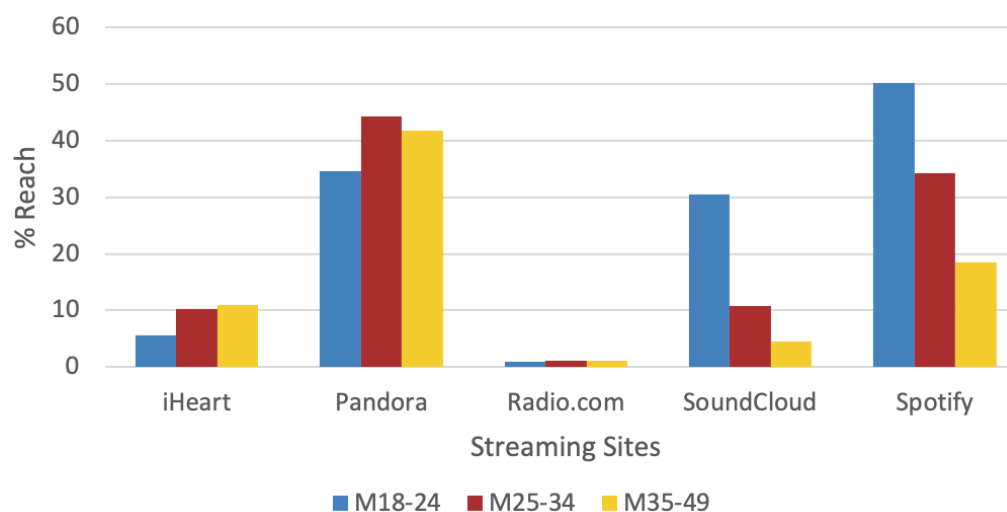
Exhibit 3: Where Audiences Listen to Radio



Source: GfK MRI Double Base 2019

We further recommend considering adding streaming online radio and podcasts to the media plan to complement the reach and effectiveness of terrestrial radio schedules. Streaming audio builds frequency by using target audience segmentation layers – aiming every impression toward its intended target. Streaming online radio and podcasts are effective for the Rail Grade Crossing Safety campaign, as these mediums are increasing in popularity across our target audience age segments.

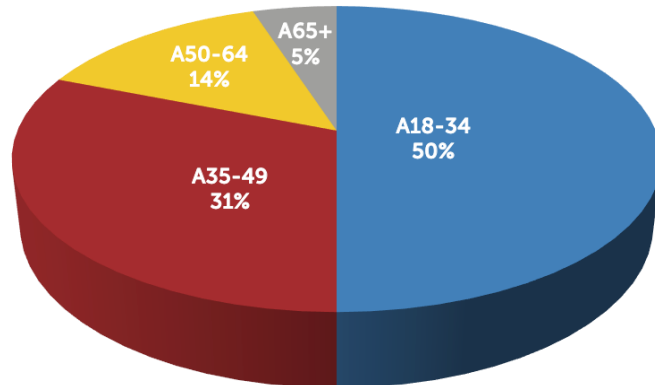
Exhibit 4: Audio Streaming Reach Potential



Source: GfK MRI Double Base 2019

Podcasting also allows for excellent reach into our campaign target audience. Research from Westwood One's Fall 2019 Podcast Report finds that adults 18-49 represent 82% of podcast users, as detailed in the chart below.

Exhibit 5: Composition of Weekly Podcast Listeners

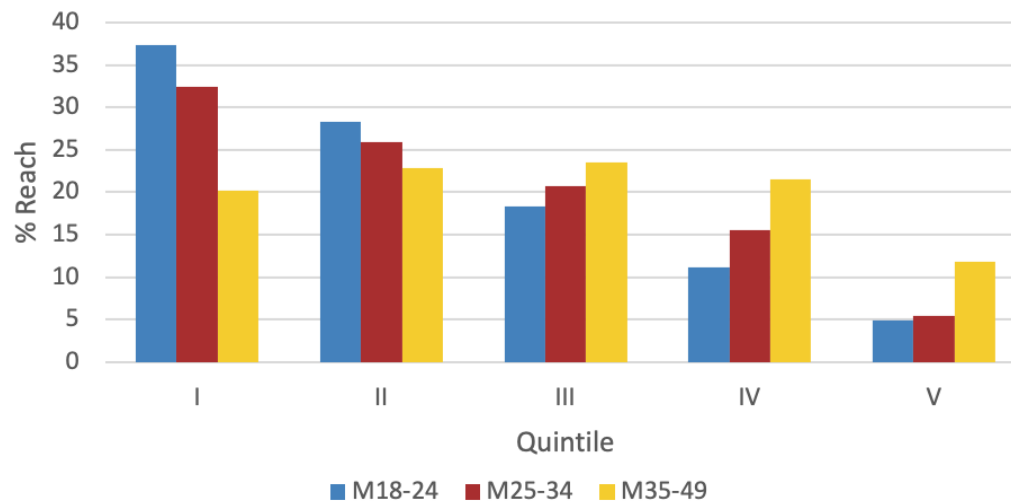


Ultimately, combining terrestrial radio, streaming audio and podcast ads together will allow us to connect with our audience in the most vital context for this campaign – in the car.

Digital

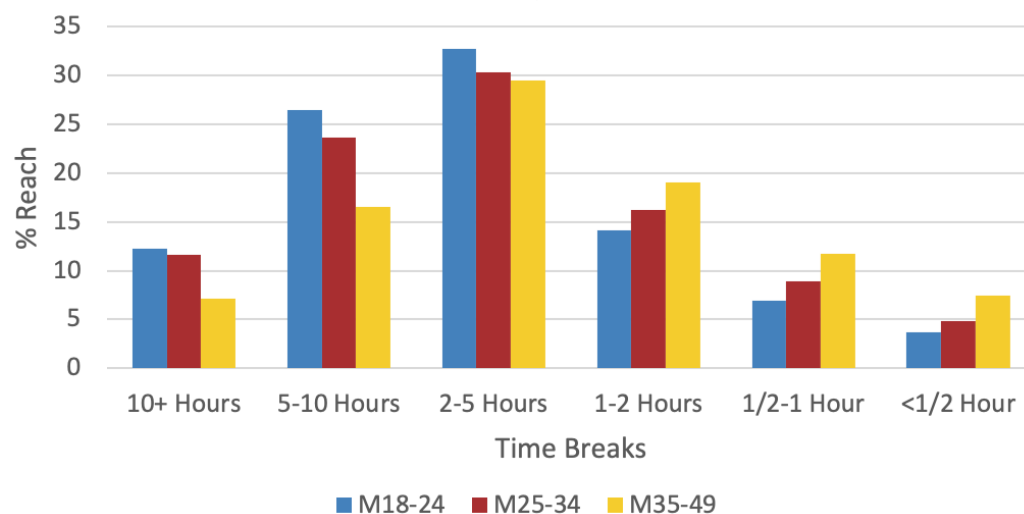
Digital outreach – which includes a wide variety of opportunities to deliver text, audio, video and display assets – is a critical component of nearly every public education campaign. Internet usage has been growing for years and all portions of the target audience tend to be heavy users, particularly the youngest age groups. The reach of light users (quintile V) is very low, indicating that men 18-49 tend to be heavy users of digital media. We also see that members of the target audience spend a lot of time on the Internet, with the average time spent online between two and 10 hours per day. This combination of reach and time spent reinforces the importance of digital tactics for the Rail Grade Crossing Safety campaign.

Exhibit 6: Internet Quintiles



Source: GfK MRI Double Base 2019

Exhibit 7: Time Spent on the Internet in a Day



Source: GfK MRI Double Base 2019

Programmatic Video/Display

Daily consumer ad exposure has increased dramatically year over year. For effective message lift and recall, it is imperative for campaigns to reach target audiences at various touchpoints across multiple platforms. Programmatic video and display ads utilize third-party data to serve assets to the target audience across a broad spectrum of web properties, apps and devices. This approach allows the campaign to connect with the appropriate audience member in many different contexts based on their personal interests. For this campaign, display advertising that includes visual assets, such as banner ads and high impact rich media units, will be used through a programmatic buy. Within the overall tactic mix, display ads will provide increased visibility at the highest level of message awareness. With this type of placement, we are able to increase reach to our target audience while remaining highly cost-efficient.

Connected TV (CTV)

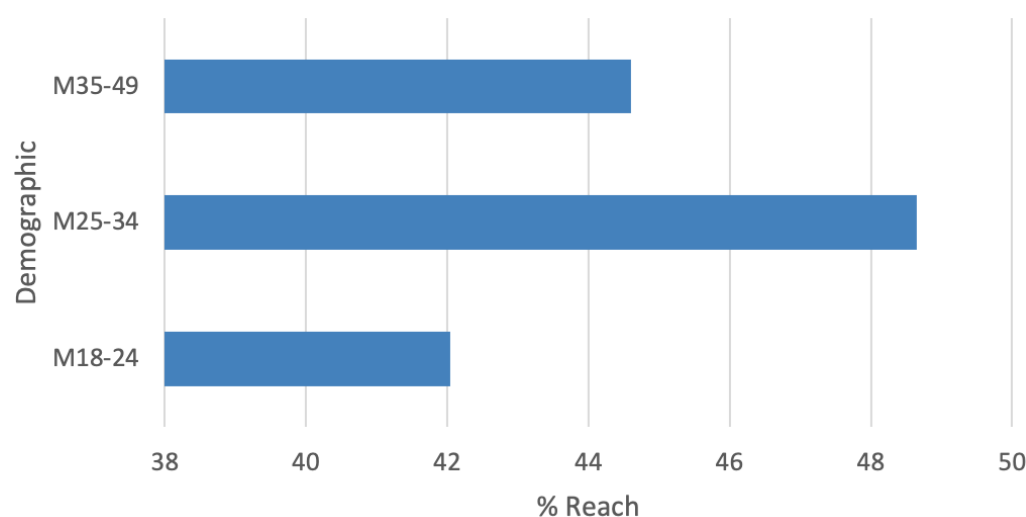
We recommend considering connected TV tactics for the Rail Grade Crossing Safety campaign. While running, CTV campaigns have the ability to report on how many unique users were exposed to messaging throughout the campaign and how often those consumers are reached. Though reach is very important, it is also vital the target audience be exposed to the rail grade crossing safety message frequently enough to have an effect over a relatively short flight. This allows for in-campaign optimizations to achieve the desired frequency level for maximum effectiveness. CTV also allows for layering of third-party audience data, providing a means for more narrow targeting than linear broadcast television – which drastically lowers potential waste and makes it an attractive option to consider for the Rail Grade Crossing Safety campaign.

Navigation Apps

In addition to programmatic placements, we recommend incorporating ads on navigation apps in the media strategy. Navigation apps like Waze are commonly used by drivers and provide in-context opportunities to reach the target audience. They also offer the ability to target messages geographically around strategically selected rail grade crossings across the country so that an ad can be served before members of our target audience approach the crossings.

While not as ubiquitous as more general channels, the use of navigation apps on mobile phones is above 40% for all three portions of our target age range, making it worth consideration in the digital buy.

Exhibit 8: Use of Navigation Apps on Mobile Phone

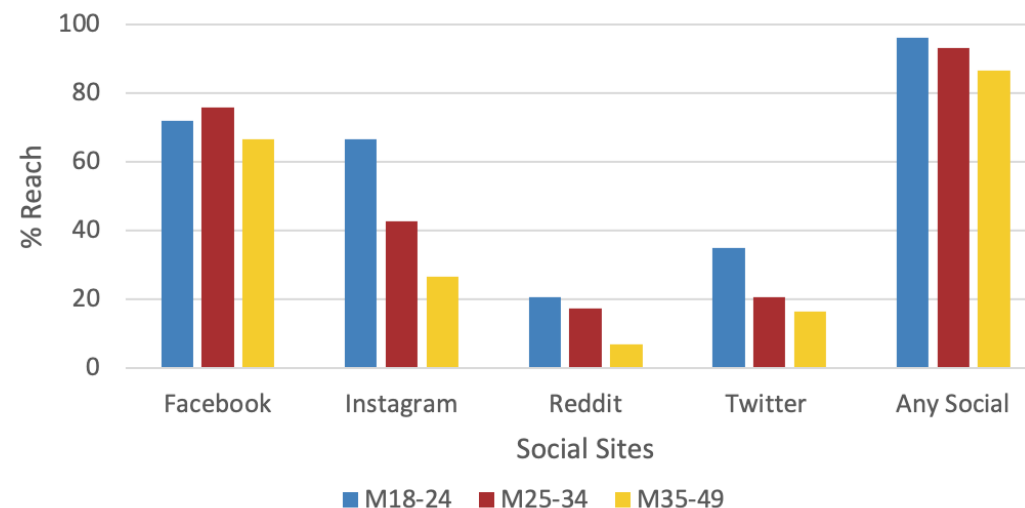


Source: GfK MRI Double Base 2019

Social

Social media has significant reach potential amongst our target audience and will be part of the Rail Grade Crossing Safety campaign media plan.

Exhibit 9: Social Media Site Reach Potential



Source: GfK MRI Double Base 2019

The paid social plan will include ads on Facebook, Twitter and Instagram, and aim to drive video views of the content on social channels. Social ads will run continuously during each of the two flights to allow the social algorithms to find users at the time they are most likely to engage and to run the best performing creative to reach them at that time.

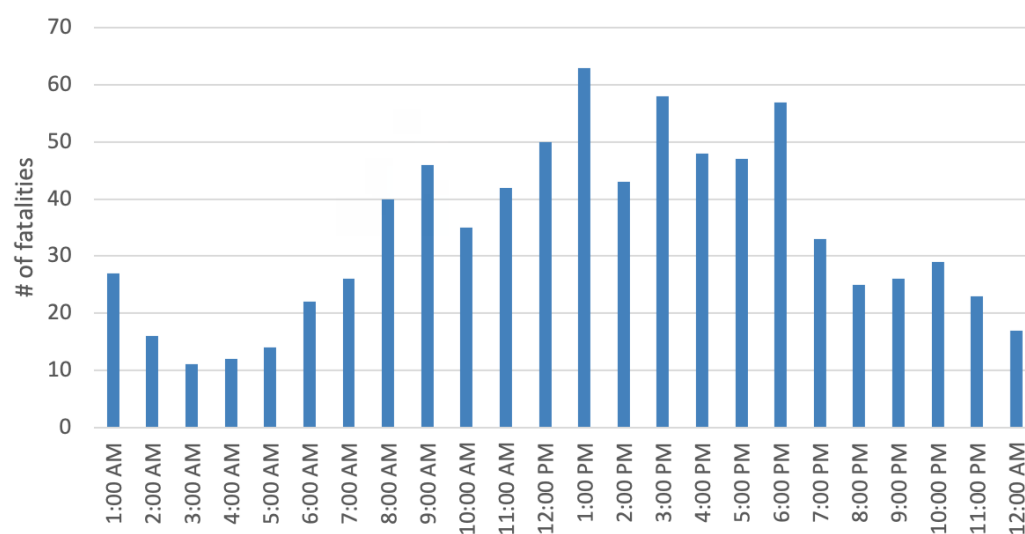
Various targeting methods will be used based on keywords and relevant user handles layered on for Twitter.

Timing/Scheduling

Rail grade crossing crashes typically start to build daily from 7-9 a.m. and remain high until 9 p.m.

Ads will be scheduled across the day but run at a heavier level from 7 a.m. – 9 p.m. daily to ensure we are reaching people during the most dangerous parts of the day.

Exhibit 10: Total # of Fatalities by Time of Day (2013-2018)



Source: Federal Rail Administration

Geography

The plan will run nationally and be concentrated in strategically relevant geographic areas. The concentrated plan will provide additional media weight in areas that have seen a higher safety incident rate around public rail grade crossings. The table below details the 17 public crossings with the most safety incidents involving a motor vehicle from 2012-2018. These geographies will be allocated approximately 10% of the digital and social ad budgets.

Crossing ID	City	State	% Hispanic	Lat/Long
025422P	Glendale	AZ	35.5	33.5093300/-112.151780
025590V	Glendale	AZ	35.5	33.5240500/-112.169033
025617C	Phoenix	AZ	40.8	33.4805533/-112.117619
025430G	Phoenix	AZ	40.8	33.4801533/-112.117160
435954A	San Antonio	TX	63.2	29.3512590/-98.5334103
725384R	Birmingham	AL	1.5	33.4687413/-86.8830053
743688E	Missouri City	TX	15.3	29.6238289/-95.5262531
023214G	Houston	TX	43.7	29.6946475/-95.326493
263164S	Elmwood Park	NJ	15.4	40.8998361/-74.1040593
522646H	Gary	IN	4.9	41.624851/-87.3940342
663399G	Memphis	TN	6.5	35.1090990/-90.009932
725401E	Bessemer	AL	3.2	33.3953043/-86.9548082
663401F	Memphis	TN	6.5	35.1000080/-89.994846
754879V	Burlingame	CA	13.8	37.5878300/-122.3632420
755624C	Houston	TX	43.7	29.6310200/-95.5076490
796312G	Midland	TX	29.0	31.9446376/-102.1729394
840852W	Garden City	GA	16.7	32.113370/-81.147737

Rail grade crossings in or near significant Hispanic populations will receive ad content in Spanish language, as well as English.

Paid Media Budget Allocation

Dollar allocation by medium will be as follows, with 15% of the total dollars allocated to Spanish language executions across all mediums.

Medium	Dollars \$	%
Radio	\$2,275,000	35.0%
Social	\$975,000	15.0%
Digital*	\$3,250,000	50.0%
Total	\$6,500,000	100.0%

*Includes audio streaming, podcasts, online video, online banners and navigation apps.

Glossary

Television

Programmatic TV

A TV ad buy that uses data and automation to more precisely target specific consumer audiences.

Connected TV (CTV)

Another term for Smart TV; refers to any TV that can be connected to the Internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features such as web browsing, social networking, video-on-demand and video streaming in addition to regular television content.

Radio

Terrestrial

Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

Audio Streaming

Delivering real-time audio through a network connection.

Digital

Programmatic Digital

Automated bidding on advertising inventory in real time, for the opportunity to show an ad to a specific customer within a specific context.

Overall

Flight

Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

Reach

The number of people you touch with your marketing message touches or the number of people that are exposed to a message during a given time.

Frequency

The number of times you touch each person with your message.

Audience Targeting

Using data points to target specific segments of the population based on their demographics, interests and behaviors.